# Competency Task List – Secondary Component

# Commercial & Advertising Art CIP 50.0402

# High School Graduation Years 2022, 2023, 2024

## 100 Orientation

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 101 | Identify career paths and occupational requirements within the profession. |  |  |
| 102 | RESERVED |  |  |
| 103 | RESERVED |  |  |
| 104 | Apply copyright laws in communication. |  |  |

## 200 Safety

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 201 | Identify safety protocols related to ergonomics. |  |  | |
| 202 | Follow safety requirements for use of hardware, software, and equipment. |  |  | |
| 203 | Use and maintain hand tools following established safety protocols. |  |  | |
| 204 | Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations. |  |  | |
| 205 | Demonstrate cutting procedures following established safety protocols. |  |  | |
| 206 | Investigate hazard communication, environmental, and SDS laws. |  |  | |

## 300 Drawing and Illustration

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 301 | Draw using perspective. |  |  | |
| 302 | Draw basic geometric and organic forms showing texture and tone. |  |  | |
| 303 | Draw line art. |  |  | |
| 304 | Apply anatomy concepts in drawing. |  |  | |
| 305 | Draw from direct observation. |  |  | |
| 306 | Produce illustrations using various media. |  |  | |
| 307 | Illustrate using value. |  |  | |

## 400 Color Theory and Application

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 401 | Apply the basic structure of color (hue, saturation, brightness) to generate color solutions. |  |  | |
| 402 | Apply appropriate color schemes to generate design solutions. |  |  | |
| 403 | Identify color models including additive and subtractive color. |  |  | |

## 500 Digital Imaging

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 501 | Execute image scanning procedures. |  |  | |
| 502 | Identify the properties of vector and raster images. |  |  | |
| 503 | Utilize basic functions of a page layout software. |  |  | |
| 504 | Utilize intermediate functions of a page layout software. |  |  | |
| 505 | Utilize basic functions of a vector-based drawing program. |  |  | |
| 506 | Utilize intermediate functions of a vector-based drawing program. |  |  | |
| 507 | Utilize basic functions of a raster-based image editing software. |  |  | |
| 508 | Utilize intermediate functions of a raster-based image editing software. |  |  | |
| 509 | Utilize use of input, output, and storage devices. |  |  | |
| 510 | Utilize different file formats. |  |  | |
| 511 | Organize and manage digital files. |  |  | |
| 512 | Utilize basic functions of web or mobile design software. |  |  | |

## 600 Design, Layout, and Production

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 601 | Research the history of advertising design. |  |  | |
| 602 | Apply elements and principles of design. |  |  | |
| 603 | Interpret a creative or design brief. |  |  | |
| 604 | Produce thumbnails, roughs, and comprehensive. |  |  | |
| 605 | Design a logo. |  |  | |
| 606 | Create a design for a 3-D package. |  |  | |
| 607 | Utilize basic knowledge of printing processes. |  |  | |
| 608 | Design promotional materials. |  |  | |
| 609 | Prepare files for output. |  |  | |
| 610 | Utilize printer’s marks and color separations. |  |  | |
| 611 | Utilize basic math functions, proportions, and measurements. |  |  | |

## 700 Typography

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 701 | Identify the anatomy and classification of type. |  |  | |
| 702 | Identify typographic styles. |  |  | |
| 703 | Manipulate type through character and paragraph formatting. |  |  | |
| 704 | Choose and apply an appropriate typeface. |  |  | |

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## 800 Digital Photography

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 801 | Operate a digital camera and accessories. |  |  | |
| 802 | Compose a photograph through the lens. |  |  | |
| 803 | Determine lighting options and their effects. |  |  | |
| 804 | Stabilize a camera. |  |  | |
| 805 | Download and manage digital images. |  |  | |
| 806 | Identify principles of the exposure triangle. |  |  | |

## 900 Professional Practices

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| Item | Task | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 901 | Prepare and present a portfolio. |  |  | |
| 902 | Prepare and present a visual concept presentation. |  |  | |
| 903 | Estimate time and materials for a project. |  |  | |
| 904 | RESERVED |  |  | |
| 905 | RESERVED |  |  | |
| 906 | Participate in critiques of commercial art projects. |  |  | |
| 907 | Explore current industry trends. |  |  | |
| 908 | Demonstrate research, employability, and organizational skills. |  |  | |
| 909 | Create personal branding materials. |  |  | |
| 910 | Explore the importance of social media as it relates to employability. |  |  | |

1 Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_